



## **Public Relations Coordinator**

About the Education Achievement Authority: The Education Achievement Authority believes in disrupting the status quo in order to ensure a high-quality education for all students. Under the new leadership of the Chancellor, the EAA is committed to being a system of high-performing schools and not a school system. We believe that ALL of our students can and will achieve. We are always looking at ways to improve while enhancing the great work that our teachers, leaders and support staff do on a daily basis. Join our team!

Currently, the EAA contains fifteen schools of which twelve are direct-run and three are operated by a charter.

**JOB TITLE:** Public Relations Coordinator

**REPORTS TO:** Executive Director of Communications

### **Summary of Position:**

This is a full-time, paid position at The Educational Achievement Authority of Michigan's Communications Office. Responsibilities include developing all facets of internal and external communications strategy. The candidate will provide media counsel, as well as, and develop and implement communications plans for the EAA. Duties include writing news releases, columns, letters and other materials related to EAA communications. Responsibilities also include effectively utilizing social media platforms, organizing news conferences, responding to media inquiries and identifying news release opportunities.

### **Minimum Qualifications:**

- Bachelor's degree in journalism, public relations or related field is required.
- Experience in an urban school district is preferred.

### **Responsibilities and Essential Functions:**

- Must possess excellent writing skills.
- Must have ability to use independent judgment and work with little direct supervision.

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- Must have some background in news writing or in developing news releases.
- Experience in AP-style writing and journalism experience a plus.
- Knowledge of the legislative process is preferred.
- Strong creative, strategic, analytical, organizational and personal sales skills.
- Demonstrated successful experience making presentations and
- Experience overseeing the design and production of print materials and publications.
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time.
- Develop event preparations, invitations, scheduling, etc.
- Ability to assist with design projects, which may include, website design, flyers, certificates, event materials etc.;
- Conduct research and organize outreach for internal communications.
- Assist with community relations efforts
- Assist with publishing an internal weekly communication to principals;
- Attending various networking functions, as deemed appropriate and/or necessary;
- Help to ensure that the EAA's philosophy, mission and vision are pertinent and practiced throughout the organization;
- Develop and coordinate methods to seek input from the EA;s key constituencies regarding its quality of programs and services; and
- Act as an internal consultant to bring attention and solutions to institutional policies.

Filing Deadline: Posted until filled

Salary: \$40,000-\$45,000

Length of work year: Twelve (12) Months

Effective Date: August 1, 2014

Method of Application: All interested candidates should submit a current resume via e-mail to:

EAAJobs@eaaofmichigan.org

**The Education Achievement Authority does not discriminate against, deny benefits to or exclude participation by any person in its programs, activities or employment on the basis of age, race, sex, color, national origin, creed, religion or handicap.**

